BLACKLOCUS
HOME DEPOT INNOVATION LAB

"Using Spanning Backup frees me from worry about the safety of our data in Google Apps."

– Trebor Carpenter

BlackLocus: A Small Business with Big Ideas, and the Backup Behind Them

Trebor Carpenter is the Vice President of Engineering at BlackLocus, an Innovation Lab for The Home Depot. The company started as a mere idea at Carnegie Mellon University and grew into a prosperous Austin-based startup company aimed at turning complex research and data into valuable insights, solutions, and interfaces for businesses. BlackLocus was acquired by The Home Depot in late 2012, further facilitating the company's ability to produce cutting-edge business intelligence software. Carpenter notes that the acquisition "allows us to focus on the really difficult problems that have a high impact to Home Depot."

But The Home Depot isn't the only factor allowing the company to innovate at mach speed. BlackLocus has another silent partner: Google Apps.

Why Switch to Google Apps?

Smart companies are increasingly moving their data management and storage to the cloud for ease in access and collaboration, and BlackLocus is a member of this pioneering group that values the nimble, coordinated communication afforded by Google Apps. Carpenter decided to switch to Google Apps "because it's low friction to set up; it's low administrative effort to maintain, and it has everything that we need for collaboration within our work." Though pleased with the Google subscription, Carpenter was aware that without a backup and recovery plan to supplement Google's security measures, the data BlackLocus stores in the cloud would remain vulnerable to hacking, human error, and sync malfunctions. Since the risk of data loss was simply not acceptable to Carpenter, he began looking for the perfect backup and recovery solution.

Why Backup?

As a seasoned leader in the software market, Trebor Carpenter knows that it's a standard industry best practice to back up data, but you usually don't think about backups until you need to use them. That's why he was determined to think about backup and recovery before BlackLocus experienced that moment of crisis. "There are so many conversations and threads of institutional knowledge that accumulate in email that, if you lose that, you basically are losing your organization's brain," he explains. Considering the importance of data security and the potentially devastating effects of data loss, the question then became not if they should back up, but who they should trust to backup crucial information. For Carpenter, the answer was a no-brainer.

Why Spanning Backup?

In addition to the market-leading security features offered by Spanning Cloud Apps, Carpenter was impressed by Spanning's intuitive user interface and outstanding customer support. Together, the features and services that come standard with the Spanning experience add up to one key benefit: trust. In Carpenter's words, "Using Spanning Backup allows me to

> **"It's a no-brainer to have something that easy to back up your data."**

not worry about the safety of our data in Google Apps." And because they don't have to waste time worrying about data protection, they're able to work hard and play hard, with plenty of time for ping-pong tournaments and company lake days.

Using Spanning Backup

"My favorite feature of Spanning Backup is the ease of use," says Carpenter. "It integrates very easily with Google Apps, and once you've gotten it connected in as a plugin into your Google Apps, it's a natural fit into the rest of the control center for administration, and there's almost no set up to it. It's just a couple of clicks and you've got it done. As you add new people or lose people, again, it's a couple of clicks and you're done."

Spanning is thrilled to be helping BlackLocus get things done. As a fellow small business using the cloud for information management and storage, we understand the importance of data security to business continuity and the constant innovation promised by our companies.

Organization Size: 21

Industry: Technology

BlackLocus is an Innovation Lab operating within The Home Depot to find competitive advantages with software and analytics. The company is comprised of engineers, analysts, and scientists looking for high-leverage problems and attacking them with the freedom to take risks.

SPANNING BACKUP

Spanning Backup is the most complete backup and recovery solution for Google Apps and protects your Gmail, Docs & Drive, Sites, Calendar, and Contacts against user errors or an IT-related issue.

Spanning Backup is the highest-rated backup provider on the Google Apps Marketplace. Don't take our word for it - see for yourself! Try a 14-day free trial by visiting Spanning.com/try-it-now.